



\$24.9M

REVENUE

\$10.5M

PROFIT

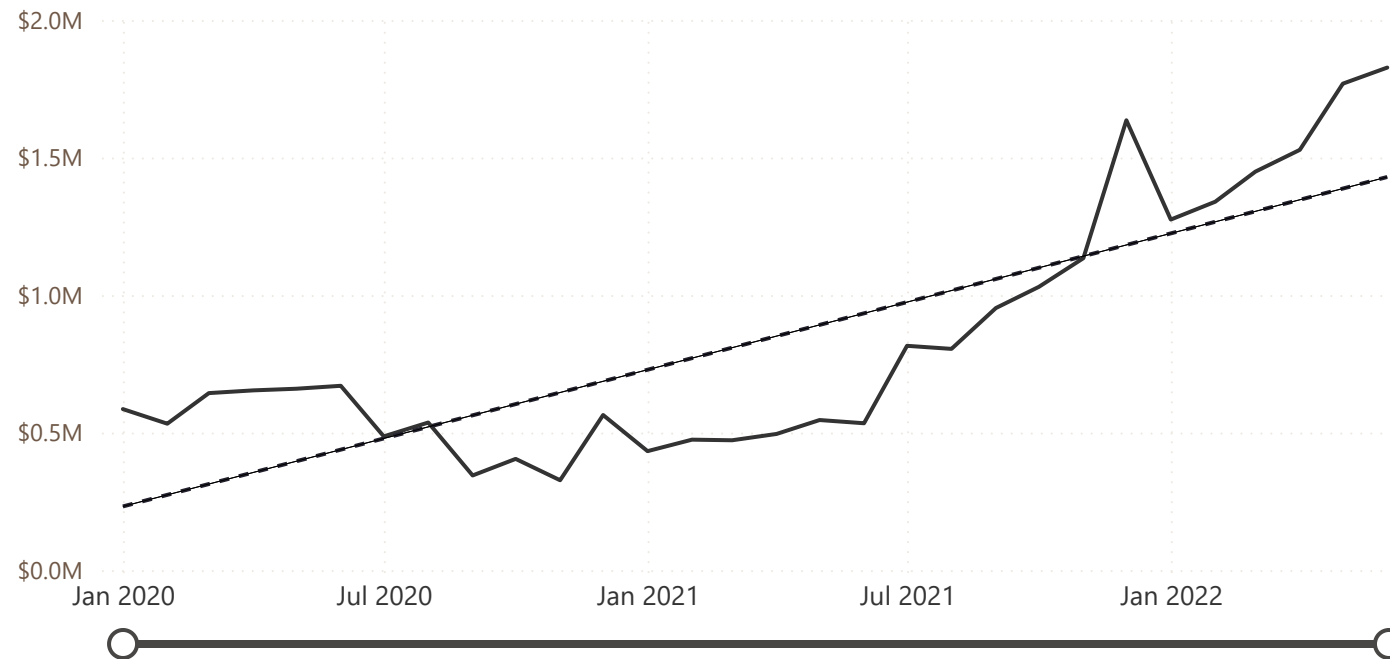
25.2K

ORDERS

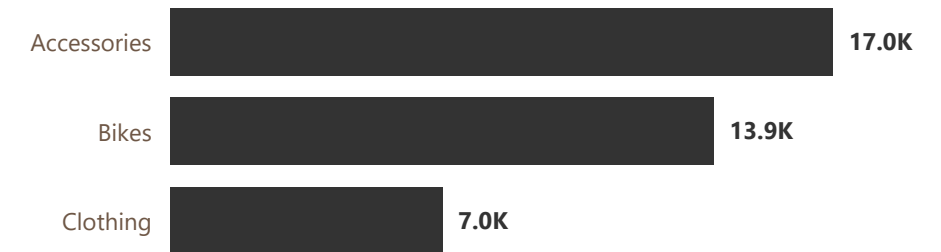
2.2%

RETUN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Monthly Revenue

\$1.83M✓

Previous Month: \$1.77M (+3.31%)

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts



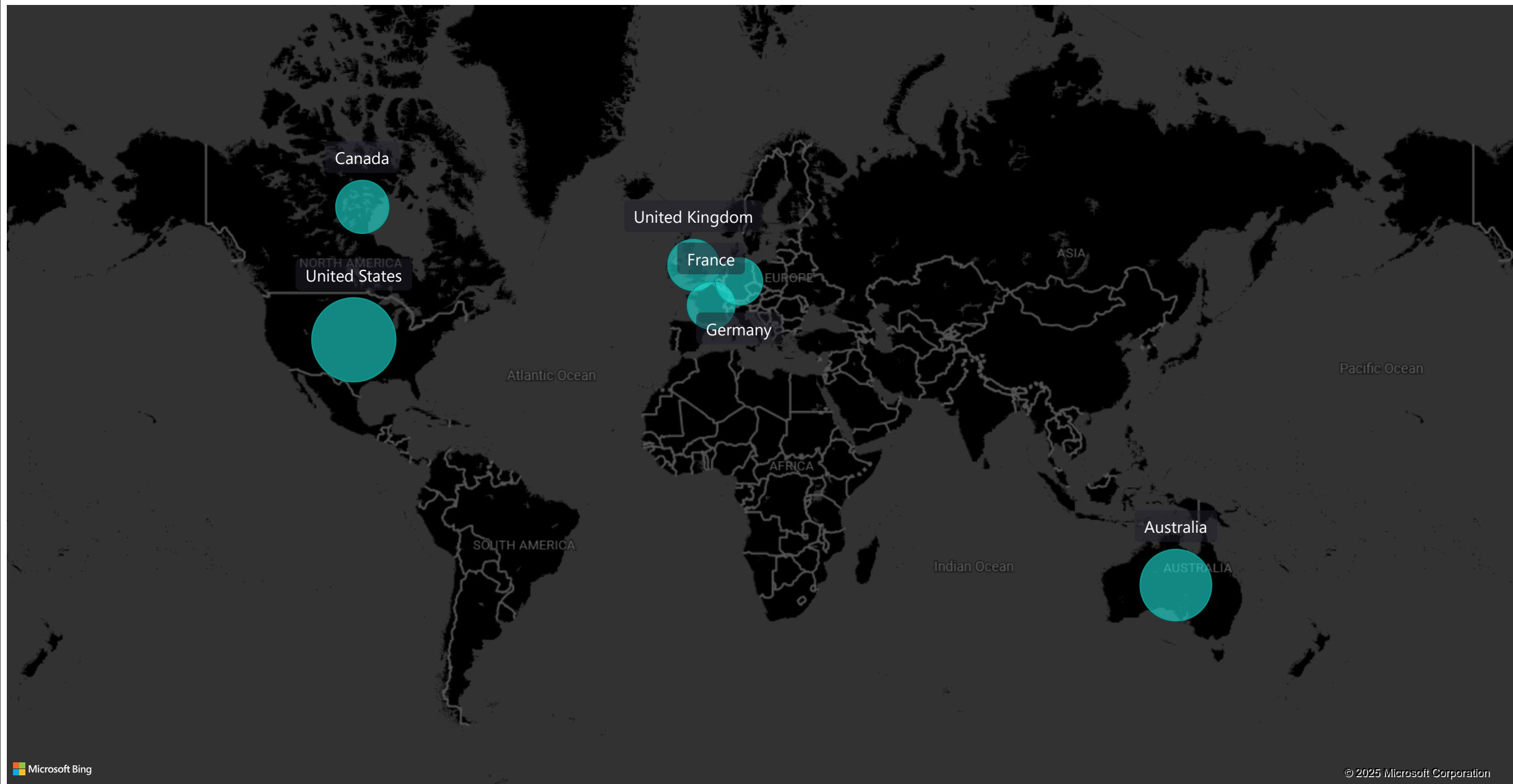


Select all

Europe

North America

Pacific





Selected Product:

Mountain Tire
Tube

Price Adjustment (%)

0.10



Product Metric Selection

- ☒ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return Rate (%)



Monthly Orders vs Target



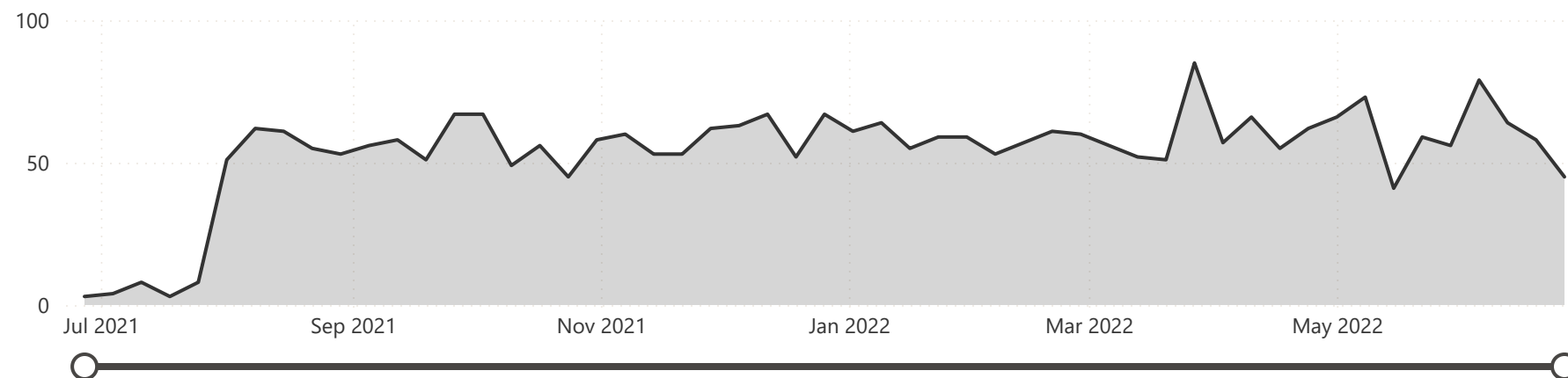
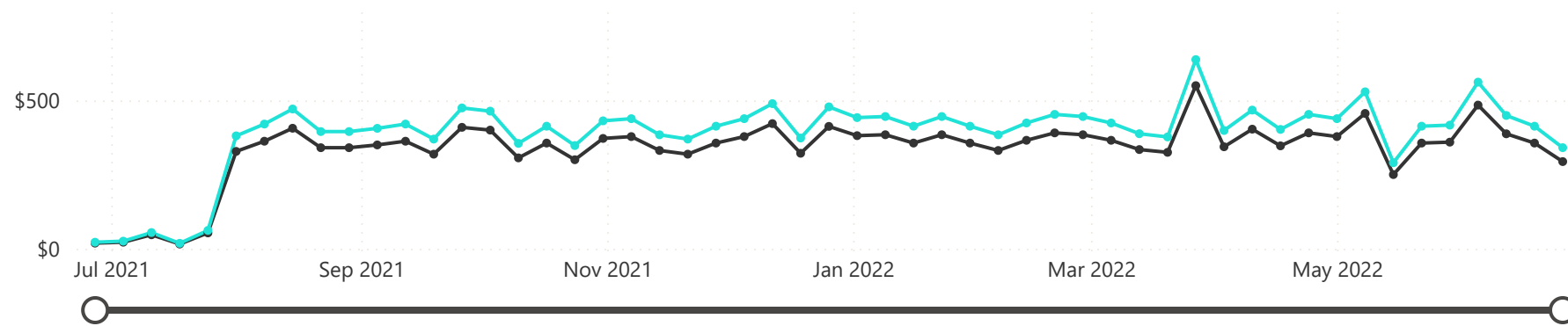
Monthly Revenue vs Target



Monthly Orders vs Target



● Total Profit ● Adjusted Profit





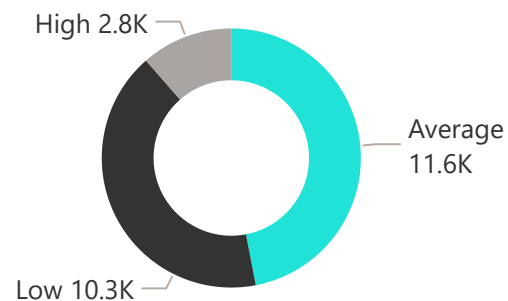
17.4K

UNIQUE CUSTOMERS

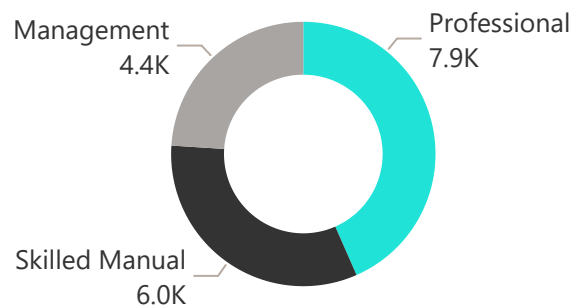
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Total Customers

Revenue Per Customer

500

0

Jan 2020

Jul 2020

Jan 2021

Jul 2021

Jan 2022

Top 100 Customers

Customer	Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
Total		1,272	\$615,329

2020

2022

Top Customer (by revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Among customers in skilled manual roles 2022., Ruban Suarez drove the most in revenue.

\$24,914,587

Total Revenue

\$10,457,715.4342

Total Profit

25,164

Total Orders

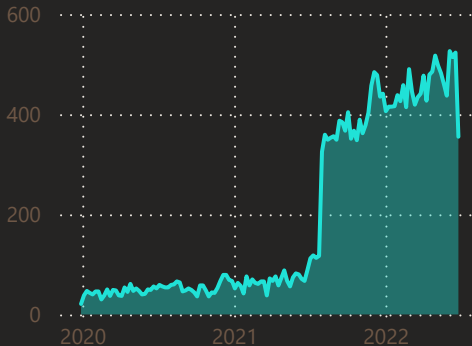
1809

Total Returns

2.17%

Return Rate

Weekly Orders



Type

☐

Column

☒

Measure

☐

Relationship

☐

Table

Name

Filter by keyword

→

Name	Description	Expression
% of all returns	Percentage of all returns calculated by total revenue divided by all revenue.	DIVIDE([Total Returns], [All Returns])
10 Day Rolling Revenue	10 day rolling revenue calculated by summing the total revenue using a 60 day time period.	CALCULATE([Total Revenue], DATESINPERIOD('Calendar Lookup'[Date], MAX('Calendar Lookup'[Date]), -60, DAY))
90 Day Rolling Profit	90 day rolling profit calculated by summing the profit over a 90 day date period.	CALCULATE([Total Profit], DATESINPERIOD('Calendar Lookup'[Date], MAX('Calendar Lookup'[Date]), -90, DAY) ,